

# The SONIC Experience Starts With You

## SONIC Drive-In

With more than twenty-seven hundred franchises located in thirty states, Sonic is the nation's largest chain of drive-in fast-food restaurants.

### CHALLENGE | OBJECTIVE

Uniquely convey future business objectives to move attendees to take action and hit the ground running in 2020.



### SOLUTION

Using Austin, Texas as our pallet, we created a 360-degree approach to these business objectives. We created a live music festival feel in the room that was supported by staging, live music and entertainment, hundreds of pieces of unique media and content, as well as immersive elements both in the main room and ancillary areas to support the overall message.

### RESULTS

Attendees were surprised and delighted and engagement was at an all-time high.

**LINK:** <https://vimeo.com/368554328/0b1d5fc0dc>